

## **Banijay Live Studio unveils THE BLACK MIRROR EXPERIENCE®**

*Premieres at Infinity Experiences, Montreal - a global leader in location-based Virtual Reality.  
Doors open May 2026 - waitlist now open.*

**Banijay Live Studio**, part of Banijay Live, announces the launch of **THE BLACK MIRROR EXPERIENCE®**, a premium immersive adventure blending physical space and virtual reality, produced in partnership with **Univrse**, a state-of-the-art VR studio. The public premiere will take place at Infinity Experiences in Montreal - one of North America's leading destinations for location-based VR entertainment. Doors open May 2026, with additional locations to be announced soon.

The all-new experience is inspired by the award-winning dark, satirical TV anthology, which explores humanity's uneasy relationship with technology. Blending sci-fi and social commentary, *Black Mirror*, a Banijay Entertainment format, which resides on Netflix, has earned 29 major awards (including 9 Emmys and 4 BAFTAs) across seven seasons, captivating over 3.3M global subscribers and 86M social views.

**THE BLACK MIRROR EXPERIENCE®** is brought to visitors by Banijay Live Studio, an entity created over a year ago by Banijay Live, with the mission to turn Banijay Entertainment's most iconic IPs into world-class location-based entertainment experiences. With each of *Black Mirror*'s episodes holding a mirror up to our relationship with technology, showing how our digital choices shape society, this first-of-its-kind experience will force visitors to make these same choices.

Groups are invited to the exclusive opening of Phaethon's showroom - a tech giant about to unveil its most ambitious creation yet: LifeAgent, a robot designed to simplify your life, understand your desires, and help you become your best self. At first, everything feels seamless. Reassuring. Almost perfect. Until it doesn't...

**François de Brugada, CEO, Banijay Live:** *"At Banijay Live, we're expanding Banijay Entertainment's relationship with the screen into real-world experiences. Banijay Live Studio is making its public debut with the BLACK MIRROR EXPERIENCE®, a "never-before-seen" location-based VR experience that encapsulates all the cultural relevance of BLACK MIRROR® and brings fans into the story."*

**Tristan Desplechin, Producer, Banijay Live Studio:** *"Our ambition with Banijay Live Studio is to transform Banijay Entertainment's iconic, world-renowned IPs into experiences that you can only live in-person. BLACK MIRROR® is the perfect starting point - a universe that is as thought-provoking as it is cinematic. Working with Univrse, we have built something that doesn't just extend the franchise - it redefines what location-based entertainment can be."*

**David Bardos, Director & Founder at Univrse:** *“Bringing BLACK MIRROR® into the physical world pushed us to deploy technology that has never been seen before in the location-based entertainment sector. What we have built with Banijay Live Studio sets a new standard for what this industry can achieve - technically, narratively, and experientially.”*

Created by Charlie Brooker, **Black Mirror** returned for a seventh series on Netflix in April 2025, produced by Broke & Bones, with Brooker, Jessica Rhoades and Annabel Jones as Executive Producers. The brand is represented by Banijay Rights and was created by Charlie Brooker. It returned for a seventh series on Netflix in April 2025, produced by Broke & Bones, with Brooker, Jessica Rhoades and Annabel Jones as Executive Producer.

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#### **Notes to editors:**

Visitor information can be found at: [theblackmirrorexperience.com](https://theblackmirrorexperience.com)

#### **Key Dates**

- **March 31, 2026:** Waitlist open
- **April 20, 2026:** Exclusive pre-sales – waitlist members only
- **April 21, 2026:** Public sales open
- **May 2026:** Doors open – Montreal, Infinity Experiences

#### **Key Facts**

- **Format:** 60-minute immersive experience blending physical space and Virtual Reality (VR)
- **Group size:** Up to 6 participants
- **Age rating:** 12+
- **Locations:** Montreal, Canada (Infinity Experiences) - with further international venues to be announced soon.
- **Produced by:** Banijay Live Studio (Banijay Live) and Univrse

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### **About Banijay Group**

Banijay Group is a global entertainment leader founded by Stéphane Courbit, a 30-year entrepreneur and entertainment industry pioneer. Our mission is to inspire passion by providing audiences with engaging and innovative entertainment experiences. The Group's activities include Content production & distribution (through Banijay Entertainment, the largest international independent producer distributor), Live experiences (through Banijay Live, a leading player in live experiences) and Online sports betting & gaming (through Banijay Gaming, Europe's fast-growing online sports betting platform). In 2025, Banijay Group recorded revenue of €4.9bn and Adjusted EBITDA of €961m. Banijay Group is listed on Euronext Amsterdam (ISIN: NL0015000X07, Bloomberg: BNJ NA, Reuters: BNJ.AS).

### **About Banijay Live**

Banijay Live was launched in 2023 following Banijay Entertainment's acquisition of Balich Wonder Studio (now housed under The Wonder Society), and Banijay Group's (previously FL Entertainment) investment in The Independents. Housing both brands' activities, as well as those of immersive live experience specialists Banijay Live Studio and LOTCHI, the pillar is led by CEO François de Brugada and is a growing home for the world's best live entertainment experiences.

Spanning live events and experiences, the entity sits within media and entertainment powerhouse Banijay Entertainment, which was launched in 2008 and is home to over 130 production companies across 23 territories and a multi-genre catalogue boasting 225k+-hours of original standout programming. An innovative leader, in 2025 alone, it launched 250+ new non-scripted titles, 100+ scripted titles, 80+ shows on streaming platforms, and had 30 formats active in more than 3+ territories. Representing some of the biggest global brands in the market, its portfolio includes *Survivor*, *Big Brother*, *Peaky Blinders*, *MasterChef*, *Good Luck Guys*, *Rogue Heroes*, *Marie Antoinette*, *Mr Bean*, *Shaolin Heroes*, *Black Mirror*, *Let's Play Ball*, and *The Fifty* among others.

### **About Univrse**

Founded in 2022, Univrse specializes in free-roaming, multi-user VR experiences that transform passive storytelling into interactive, shared adventures. From experience design to visitor engagement, content distribution to operations support, and even creator tools, Univrse powers every level of the location-based VR ecosystem from end-to-end. Their expanding catalogue - spanning art, history, culture, science, entertainment, and edutainment - blends breathtaking visuals with meaningful interactivity, transforming audiences from observers into active participants.

### **About Infinity Experiences**

Infinity Experiences specializes in the operation and distribution of large-scale immersive experiences. Our goal is to build a network of immersive destinations showcasing the most impactful works of the moment. By collaborating with bold creators from around the world, we ensure the promotion and touring of innovative experiences that combine artistic relevance with technological excellence.